

Newest Wave Of Smoker Research:
MERIT favored 3 to 1 over high tar brands
in tests comparing taste and tar level.

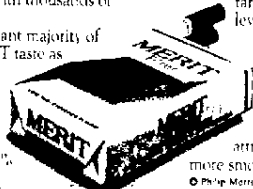
Merit Sweeps New Tests!

Smokers Report: MERIT Taste Matches High Tar Cigarettes

New taste tests with thousands of smokers prove it.

Proof: A significant majority of smokers rate MERIT taste as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Proof: Of the 95%



stating a preference, 3 out of 4 smokers chose the MERIT low tar/good taste combination over high tar leaders when tar levels were revealed.

It's clearer than ever: MERIT delivers a winning combination of taste and low tar that's attracting more and more smokers every day.

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Kings: 8 mg. "tar," 0.8 mg. nicotine av. per cigarette. FTC Report Mar. '78.
100's: 11 mg. "tar," 0.7 mg. nicotine av. per cigarette. FTC Report Mar. '78.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT

Kings & 100's

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